

DREAM™



FOR IMMEDIATE RELEASE

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THE NUMBER ONE BRAND¹ OF ASEPTIC NON-DAIRY BEVERAGES INTRODUCES COCONUT DREAM™

Melville, NY (October 2010) –**DREAM™**, the leading brand of aseptic non-dairy beverages¹ continues its innovation in the non-dairy beverage category with the introduction of nutrient rich **COCONUT DREAM™** non-dairy beverage. Brought to you by the makers of **RICE DREAM®**, **SOY DREAM®** and **ALMOND DREAM®** non-dairy beverages, **COCONUT DREAM** has a refreshing flavor and smooth, creamy texture making it a non-dairy dream come true.

New **COCONUT DREAM** non-dairy beverage, available in *Original*, *Unsweetened* and *Vanilla*, is made from all natural real coconut and enriched with Vitamins A, D and B₁₂. It contains 3X (three times) more calcium per serving as compared to the leading brand² of coconut drink, and provides 3 grams of Medium Chain Fatty Acids (MCFAs) per 8 fl oz.

¹ SPINscan Conventional and Natural, 52 weeks ending 8/2/2010.

² COCONUT DREAM contains 30% Daily Value (DV) calcium per serving. The other leading brand contains 10% DV calcium per serving.



-serving. MCFAs are more readily metabolized than long chain fatty acids and help support metabolism.

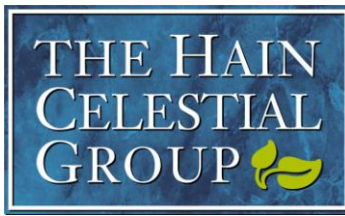
As with all **DREAM** products, **COCONUT DREAM** non-dairy beverage contains no artificial colors, flavors or preservatives or genetically engineered ingredients. It is lactose, dairy and gluten free making it ideal for those with special dietary needs.

Enjoy **COCONUT DREAM** non-dairy beverage chilled by the glass or blend with your favorite fruit to create a nutritious smoothie or incorporate into your favorite recipes. The thirst-quenching possibilities are endless.

COCONUT DREAM non-dairy beverages are sold in 32 fl oz. aseptic shelf stable cartons. SRP: \$2.99.

Look for new **COCONUT DREAM** non-dairy beverage alongside our complete line of **RICE DREAM, SOY DREAM** and **ALMOND DREAM®** non-dairy beverages in grocery and natural food stores beginning in January 2011.

For more information about the **COCONUT DREAM** brand and all **DREAM** non-dairy beverages, log onto www.tastethedream.com. For other natural and organic food and personal care products log onto www.hain-celestial.com.



The Hain Celestial Group, Inc.

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic products company in North America and Europe. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Gluten Free Café™, Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, Ethnic Gourmet®, Yves Veggie Cuisine®, Granose®, Realeat®, Linda McCartney®, Daily Bread™, Lima®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene®, Tushies®, Earth's Best TenderCare® and Martha Stewart Clean™. Hain Celestial has been providing "A Healthy Way of Life™" since 1993. For more information, visit www.hain-celestial.com.

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